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Factors of Viral Marketing that Affecting Customer's Satisfaction Case Study of Jordanian Restaurants

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Viral marketing is becoming a key instrument in marketing strategies nowadays, used by a lot of firms to achieve these goals, due to the widespread of the internet among all people nowadays, and the tendency of people from deferent ages to spend more time on the internet to use the social media, customer's satisfaction have received great attention in marketing research since a long time ago, whereas academic literature in the viral marketing is still sparse, particularly the factors that affecting customer's satisfaction in jordanain restaurants. Therefore, this paper attempts to fill this gap by examining the relationship between promotion, Brand Awareness, Trust, and Brand association on customer's satisfaction to address the inconsistent findings in the previous studies.



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1. Introduction

Viral marketing (VM) is the main tool in the strategy of marketing which is used by many companies. Due to the wide use of the internet in general and social media in particular, marketing scholars have paid attention to the customer's satisfaction.

VM marketing is getting this advantage as it can penetrate the social networks of any person as easy as a click of a mouse from one friend to defuse among all friends in the same social network, and if VM is charming, well-fashioned and remarkable, people will share it in their groups and on their web pages-making a splash or a Buzz in the internet spreading like a contagious virus converting the word of a mouth to the word of a mouse.

Fast food restaurants Firms know that the world is changing in their favour as the modern family concepts tend to depend on home cooked food less and the need for fast food is increasing. Those companies have to drive clients to their canteens threw constructing the confidence and gratification toward the brand of the fast meal. This proposal is going to study the impact of VM via the internet on the clients of the fast meal., Threw promotion, awareness, Trust and association. A literature study of some researches related to viral marketing and fast-food customers' satisfaction,

in addition to viral marketing related subjects from some well-known fast food brands websites to get the effects that may impact customer satisfaction.

2. Problem Statement

Fast food in Jordan facing a problem to have big numbers of customers' satisfaction, The clients face unlimited options due to the growing number of serving supplier in the industry of fast meal. Thus, the clients become demanding and their loyalties are changed based on the better services that are offered by numerous restaurant(Dzama, 2013). Though, it seems the Fast Food Outlets do not improve clients gratification through active service confrontation.

This is causing customer highly dissatisfaction hence the future of some players in the industry is under threat. Fast food companies are considering viral marketing in their marketing mix more widely threw well-deliberated employment of current social networks in the internet to increase their direct and indirect effects over customers. In this proposal, we are going to study the factors of viral marketing that affect of promotion, awareness, trust and association over restaurants customers' satisfaction.

3. Literature Review

VM is a method that motivates people to share the advertisement of products and trade brands via the internet and this assists in spreading the adv visibility "between huge numbers of customers". Traders use several types of media (TV, magazines, newspaper, and sometimes the post mail) to advertise their products. The internet became the most suitable media to deliver V messages easily with less cost than the TV and other media.

VM can be reached customers through emails, youtube, Facebook, Twitter, online meeting, blogs, online meeting, and youtube. Marketers freshly concentrate their energy on social media due to their flexibility and energetic methods of holding all kinds of media. These kinds have a good trait that supports a straight statistic to measure the number of certain adv has been seen by customers, and to examine the effect of VM on the clients. This may validate the reason behind selecting VM through social media networks for this study. As explained above, we will investigate the VM deeds of some famous restaurants of fast such Burger King and McDonalds and threw social media and the websites of the restaurants' brands, and the impact of VM on the fast-food clients' gratification.

In the context of marketing through the internet, Yusef (2009) measure the influence of VM on purchasing decision. The sample of his study was students from two private universities (azzarqa university and alzaytoonh University) in Jordan. Findings of this studyFFFF confirmed that there was a significant impact of VM on the clients' decision. Khan (2012) studied the industry of fast meal in Peshawar city in Pakistan. The sample was the customers of KFC and Pizza Hut. The findings of the study came to conclude that there is a positive relationship between Customer expectations, physical environment, promotion, brand, price, service quality and customer satisfaction

Fast food companies use social media networks for their works. Table (1) reveals the number of fans of food brands is in their primary webpages or channels. This study is based on four well – known social media as follows:

- a. Facebook: it is a famous social media that allows to communicate between people. They can upload videos and pictures. They can on record users to create profiles, upload photos and videos, send messages and keep in contact with friends, family and colleagues. It is available in many different languages, each profile holds a wall which is a workable bulletin synod that holds videos photos and text messages, and Facebook has about 1350 million users worldwide creek 1 shows the number of fans that hit alike for the fast-food brand advertisement.
- b. Twitter: it is a tool that unpaid social media microblogging favour that allows marketer with something to say to find an audience. Also share videos and photos but it's at most for short blogging "tweets "where recorded members can follow honestly the tweets of anybody they like and even all the talk related to tweets, twitter has about 284 million users worldwide. Table 1 displays the fans for each brand name.

- c. Google + is one of the social media which allows the user to have a social circle. More than 450 million users use google+
- d. Youtube: it gives people as well as companies to advertise their products. the good things that anybody can download the videos

The good thing about the social internet networks that they are available to anybody with internet access, and they provide a free statistical measure of the activity on each page wall or channel, which give the marketers and researchers the ability to see the popularity of certain Ads or videos among internet users.

Table: 1

Rank	Brand	# of Face Book fans	#of Twitter followers	# of Google+ views	# of YouTube views
	McDonalds	54,801,660	2.65 M	2,839,359	20,178,606
	KFC	36,160,982	710 K	105,739	5,996,033
	Burger King	7,503,751	982 K	6,277,539	13,452,048
	Popeye's Chicken	496,310	37,199 K	13,125	72,101

Table 1 explains some efforts of VM. The numbers are taken from the website of fast meal brands on social media which address the American customers in English while other websites target customers from different countries in different languages. For example, 30 million customers view McDonalds products on Canadian YouTube channel alone. This study will use one region since marketers use the same idea in VM despite the different countries and language. Unfortunately, Arabic is not presented properly in the VM of fast food where Arab customers are not addressed by their language to acquire their trust in the brand and quality of the products.

3.1. Factors of Viral Marketing Affecting Customers' Satisfaction

3.1.1. Promotion

“Promotion is communicating information between the seller and potential buyer or others in the channel to influence attitudes and behaviour. The marketing manager’s main promotion job is to tell target customers that the right product is available at the Right Place at the Right Price”. (McCarthy and Pereault, 2002). Scanning the types of viral materials that are broadcasted on social media, people find the novel promotions as the first to come, a lot of nice pictures and short videos of what it seems a delicious meal with happy faces around it with a good price tag appearing to show how affordable those meals are, some of the promotions ad value to the customers by giving a free sandwich with every meal or a large packet of French fries which has the same price as a small one.

Fast food restaurants try to make the children of the customers happy by offering some toys or children games inside the restaurants. Promotion is a significant factor of VM since it influences the satisfaction of fast meal customers. Henceforth, promotion is an independent variable for VM.

3.1.2. Brand Awareness

According to (Keller,1993) “Brand awareness is the combination of brand recognition and brand recalling. Brand recognition means if a customer can have heard or seen a brand and then see or hear it again, the customer will remember the brand and distinguish it from competing Brands”. One of the distinguished samples of VM firms for the restaurant of the fast meal is the Burger king viral marketing campaign which was conducted on April 2004 the campaign was known as “the subservient chicken” if you go to YouTube and perform a search for the original videos for the subservient chicken you will find that it was a simple idea but creative one, it embodies a person who wears a chicken suit and lives in the living chamber and he will execute the orders of the users threw an interactive website.

The website asks you to inform your friends by emailing the link that led to propagate virally between societies. A hidden message in the campaign telling that “people can’t say no to chicken don’t say no” and that chicken wants you to remember our restaurants when you think about food.

Burger king was facing trouble competing with other tough brands like McDonalds and KFC and need to improve the awareness of its brand and products, it’s already lagging McDonalds and KFC in chicken sandwiches and want to build awareness about its new product the Tender crisp sandwich, the campaign was prepared for this production as a part of the huge campaign of marketing, the outcome confirmed the success of the Burger King and designer of the campaign. According to (Andrew Schneller and John Marshall,2007) in their case “Social Media and the Burger King Brand” Sales of Tender Crisp Chicken Sandwiches increased by an average of 9% per week after the campaign. This represents the success of the campaign. According to (Kotler, et al, 2012) they define the Brand Awareness as “Consumers’ ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance” and we think that the subservient chicken campaign was able to rebuild and improve the awareness of the Burger King brand at all .

This awareness motivated the clients to visit Burger Kings restaurants and if they discover the recognition of Brand in their head and; they will be satisfied and so The Brand Awareness is the second factor of VM THATt on fast food customer’s satisfaction.

3.1.3. The Brand Trust

It is not easy to get the trust of fast-food customers of fast-food restaurants since media always criticise them for their unhealthy food. The food they serve is full with extra calories, according to (Jennifer L. Harris and others,2010) in their research “Evaluating Fast Food Nutrition and Marketing to youth” Due to the work conditions, people in America eat at restaurants and they prefer to eat fast food despite the warning of the ministry of health to avoid fast food since it causes obesity and other diseases.

Therefore, these restaurants create a lot of attractive advertisement through social media to attract young and children to visit their restaurants and convince them that their food is delicious and healthy.

These videos and pictures concentrate on the material used in fast food meals, some of these videos have millions of views, in a little search on the internet we find one of these videos attacking McDonald’s nuggets meal one of McDonald’s famous chicken products. The video illustrates the process of producing the nuggets and known as the “Red Slime myth” the process begins from hole live chickens and hens being blinded in some machine that will turn them into red slime of chicken meat and blood. This red slime looks at the first glance like a gigantic pink ice-cream; shortly the observer will discover the disgusting fact of the mix, after that a chemical substance which the video calls as “ammonium hydroxide” is added to the mix to kill bacteria, the whole mixture interred another machine which gives the final shape and dressing for the nuggets exactly as they appear in McDonald’s restaurants. Americans call the fast food as junk food but and many videos consider this food disgusting and unhealthy food. So the companies of fast food encounter a big challenge to get the trust of their customers

Table 2

Rank	Question	Duration and Upload date	Number of YouTube viewers
1	Is pink slime in a chicken McNugget ?	6.54-minute video Dec 8 2014	5,108,864
2	What are McRip patties made of ?	5.28-minute video Nov 3 2014	2,424,972
3	Is McDonalds Beef real?	4.30-minute video Oct 13 2014	2,100,405
4	What kind of potato do you use and are they processed then formed?	5.13-minute video Oct 16 2012	2,982,872

McDonalds and other brands of fast meals must work hard against negative VM to change it to a positive one., McDonalds launched a large VM movement called “our food your question” because MacDonald is the biggest company which spend a lot of money on advertisement spending on advertisement and they discovered that their products are already in the red slime videos.

The campaign of McDonalds depends on VM techniques, it's planned to answer the customers' inquiries which focus on the ingredients of the meals (beef and chicken). It uses social media such as Facebook and twitters to answer these questions. In addition to that, they use good movies to explain the process of preparing the product. According to (MacCarthy&Perrealt,2002) “customers can trust information that is the same information used by someone inside the company”. Table 2 shows some of these questions and the number of YouTube views for the answer.

Table 2 demonstrates that the communication channels of McDonalds through social media reach the big number of customers which reveals the efficacy of social media in holding VM messages, and possibly the curiosity of customers toward their food, MacDonald insists that their ingredients are good quality in fact, via “our food your question” campaign, McDonalds can get the trust and satisfaction of the customers. Trust is one of the factor of VM.

3.1.4. Brand Association

Brand associations are introduced as the informational nodes connected to the brand node in memory and encompass the sense of the brand for customers. The brand association is what the customer know about the brand is very important to the customer.

Keller (1993) believes that the customers should have good, strong and special associations to the brand. Keller (1993, 1998) categorizes brand associations into three main classes, these are attitudes, attributes, and benefits. Attributes are the descriptive traits that portray a brand, such as what consumers think about the brand. Benefits are the single value of consumers that attribute to the brand. Brand attitudes are customers' whole assessments of a brand.

VM can impact on the feeling of consumers toward the significance and character of the brand and descriptive traits and features of the productions connected to the Brand, which contain the concept of Brand association. In this research, we are considering Brand association is considered a factors of VM that effects fast meal restaurants as well as customers satisfaction.

4. Study Questions

What are the effects of dimensions of viral marketing on fast food restaurant customer's satisfaction in Jordan?

1. What is the effect of Promotion on fast food customer's satisfaction?

2. What is the effect of Brand awareness on fast food customer's satisfaction?
3. What is the effect of trust on fast food customer's satisfaction?
4. What is the effect of Brand association on fast food customer's satisfaction?

5. Objectives of Study

The specific objectives of this study include the following:

1. To identify the direct influence of promotion on customer satisfaction.
2. To identify the direct influence of brand awareness on customer satisfaction
3. To identify the direct influence of trust on customer satisfaction
4. To identify the direct influence of brand association on customer satisfaction

The key objective of this current research is to study how to get customer satisfaction. Figure (1) explains the conceptual framework of the relationships between customer satisfaction and the factors of viral marketing.

Figure (1.1) depicts the conceptual framework of relationships among of dimensions of viral marketing and customer satisfaction.

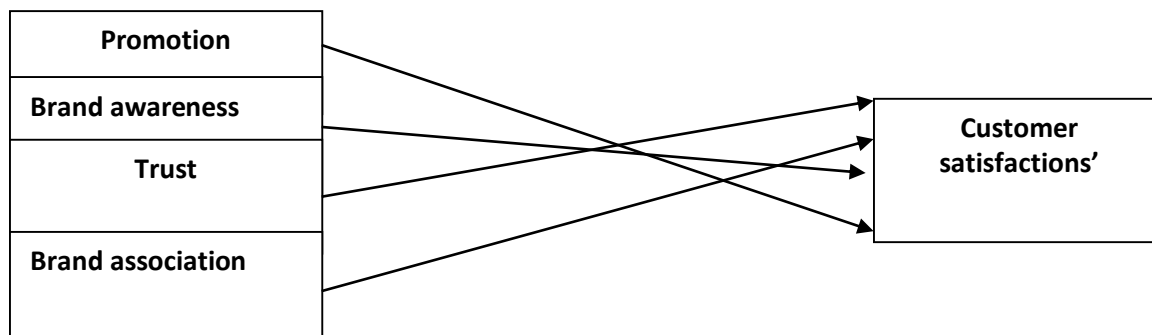


Figure 1- Research Framework

6. Significant of Study

This study is important from both a practical and research perspective. First, testing of the constructs should contribute to enhancing the knowledge of researchers and practitioners. It will help researchers and practitioners understand the relationship among variables, such as factors of VM and customer satisfaction in different workplaces like restaurants. To improve new strategies for VM and customer satisfaction at the restaurant in Jordan to increase the customers and promote their satisfaction.

Theoretically, the research will make an important contribution to the restaurant industry in Jordan by examining the impact of viral marketing and customer satisfaction in the restaurant industry. It was highlighted that empirical studies on customers' satisfaction in the Jordanian restaurant sector are very limited. Moreover, lack of theoretical and applied research in the field of customers' satisfaction to leave the destination and its impact on the name of customer places. Therefore, hoped that this study adds scientific and appropriate process to fill the emptiness exists in some management literature in this area.

Besides, this study can further enhance the knowledge of customers who involved in restaurant destinations, specifically in Jordan restaurant sector. It seems that most of the studies on restaurant have been conducted in the United States and Europe. Thus, this study that focuses on the restaurant, seems to be one of the most challenging

issues which facing a country today telecom services providers from the public sector and also the customer themselves, whether locally or internationally. Finally, the study will also be beneficial to Jordanian decision-makers especially the ministries that are directly involved with restaurant activities like the Ministry of Jordanian Tourism and Ministry of Jordanian Planning. The information gathered will be useful for developing strategies to maximize the performance of restaurant industry especially in improving the salary of an employee in customer sites.

7. Hypotheses of the Study

There is a relationship between factors of VM that affecting customer satisfaction on in the restaurant of fast meals in Jordan. This section involves the hypothesis of this research as discoursed below

H1: Is there any relationship between promotion and customer satisfaction.

H2: Is there any relationship between Brand awareness and customer satisfaction.

H3: Is there any relationship between Trust and customer satisfaction.

H4: Is there any relationship between Brand association and customer satisfaction

8. Methodology

This study is based on a quantitative approach to examine the customer's satisfaction in the restaurant of fast meal in Jordan. The population of this study consists of customers in fast-food restaurants in Jordan. This research chose customers for several causes. First, it was used in the literature review many times (Keller (1993, 1998; Shahzad Khan 2012). Second, the customers can use suitable information concerning the factors that affecting VM as well as customer satisfaction. Third, customers in Jordan have new memories regarding their experiences and factors of customer satisfaction.

The sample of the study is 150 customers who are selected randomly from five fast food restaurant in Amman(the capital of Jordan). The questionnaires are classified into four sections: section (1) demographic variables; section (2) factors of VM that affecting are; Brand awareness, Brand association, promotion, customer satisfaction and trust . These are adapted from the study of Al Mualala and Al Qurneh (2012). Additionally, this research will use Structural Equation Modeling (SEM) through using PLS program instead of multiple regressions since SEM offers more advantages of Fit indices for the full structural model, offering more empirical results (Hair et al., 2006). IV's and DV variables are measured by using five-point Likert scales from (1) Strongly disagree, (2) Disagree, (3) Undecided, (4) Agree, (5) Strongly Agree.

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